



DELIVERING VALUE: GETTING YOUR PRODUCT TO PEOPLE

This worksheet will help you explore how your venture will deliver value to people through connected touchpoints. This closely related to your [Experience Map](#).

The following questions shape how you deliver value. Discuss them with your team and see if/how they evolve over time as you build evidence and learn.

How will you distribute your product or service so it reaches people?

How will you support / provide service to your customers consistently?

What are all the touchpoints your venture will have with users, from the first time they hear about your venture through regular use?

What key activities will delivering value require?

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What are your biggest risks in consistently delivering?